



## *Rockford Motors inc.*

1911 HARRISON AVENUE . ROCKFORD, ILLINOIS 61101

Double Your  
Cycle Sales . . .  
At Full Profits !

The Bridgestone 90 Sport - at an unheard of low price - will double your sales volume . Now at a price everyone can afford - list price only \$3 19.95 - the Bridgestone 90 Sport is the industry's biggest bargain.

Already acknowledged as the best in its class in the industry, the Bridgestone 90 Sport is one of your most versatile models, Its racing components make it faster than others in its class and faster than many much larger cycles . Yet it is so perfectly engineered it is as dependable as a fine watch.

Because of its performance and reliability, the Bridgestone 90 Sport is a model you can sell to a wide variety of customers. It is light weight and maintenance free . So it's an ideal cycle for beginners, occasional riders, sportsmen, etc. It's a bike that can be used in more ways than any other model.

Your customers cannot match the Bridgestone 90 Sport in performance and durability in its class anywhere else, And now they cannot find a better bargain anywhere in the industry. At the unheard of low price of \$3 19 . 95 , the Bridgestone 90 Sport offers a value unmatched by competition. You'll double your sales - and make a full profit on each one you sell..

Your cost of \$240 enables you to earn \$79.95 on every Bridgestone 90 Sport you deliver.

To start you on this biggest-of-all value promotion, we'll give you an even bigger value. For a limited time, you can have one Bridgestone 90 Sport at a special demonstrator price of only \$2 19 , 95 ! A demonstrator leaves your customers with no doubts about Bridgestone leadership in styling, quality, performance, and dependability. Your demonstrator will be your best salesman.

Use the enclosed order card or dial 800-435-8090 (Illinois dealers call 815-398-1220 collect) to order your Bridgestone 90 Sport and one special demonstrator. Do it now and be ready to take advantage of early season sales.